

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: Not yet assigned

Filing Date: Herewith

Applicant: KOBAYASHI et al.

Title: VIEWER HISTORY MANAGEMENT APPARATUS,
METHOD THEREFOR AND APPARATUS FOR
PROVIDING A VIEWER HISTORY

Attorney Docket: 5259-000002

Box PCT
Hon. Commissioner of Patents and Trademarks
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Applicant herewith submits this Preliminary Amendment to the application filed herewith, for consideration prior to examination of the application, as follows:

IN THE SPECIFICATION

Please replace the following paragraph of the specification. Applicant includes herewith an Attachment for Specification Amendments showing a marked up version of each replacement paragraph.

Please replace the second paragraph on page 14 with the following paragraph:

Fig. 6 is an explanatory view of a user promotion apparatus. The user promotion apparatus 150 is a server that provides sales promotion information to the viewer

terminals 50 and 36 using marketing information sent to the contents supply apparatus 130 from the viewer behavior collection and analysis apparatus 120. The user promotion apparatus 150 delivers electronic mail of suitable promotion information to the viewer terminals 50 and 36 based on category information of the respective viewer terminals 50 and 36. The user promotion apparatus 150 also runs suitable promotions by encouraging a customer to view Web pages arranged to suit that customer.

IN THE DRAWINGS

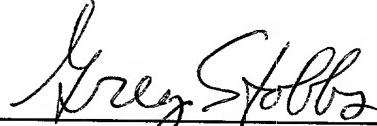
Please amend the drawings on page 2, Figure 2, in the box under "100 Application Monitoring Apparatus" to correct "CM Server" to read -- "AP Server"--. Attached as Exhibit A is a mark-up copy of the amendment showing the change in red on the drawing. Exhibit B is a clean copy of replacement sheet 2/6 of the drawings.

REMARKS

The specification and drawings have been amended to correct typographical or clerical errors. Applicants respectfully submit that no new matter has been added and that the amendments are for the purpose of correcting typographical or clerical errors only. Consideration of the application as amended is requested.

Respectfully submitted,

By:



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Date: March 15, 2002

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ATTACHMENT FOR SPECIFICATION AMENDMENTS

The following is a marked up version of the amended specification in which underlines indicates insertions and brackets indicate deletions.

Fig. 6 is an explanatory view of a user promotion apparatus. The user promotion apparatus 150 is a server that provides sales promotion information to the viewer terminals 50 and 36 using marketing information sent to the contents supply apparatus 130 from the viewer behavior collection and analysis apparatus 120 [130]. The user promotion apparatus 150 delivers electronic mail of suitable promotion information to the viewer terminals 50 and 36 based on category information of the respective viewer terminals 50 and 36. The user promotion apparatus 150 also runs suitable promotions by encouraging a customer to view Web pages arranged to suit that customer.

ATTACHMENT FOR DRAWING AMENDMENT

Please see attached Exhibit A that indicates the amendment in red on Figure 2 and Exhibit B that shows the Figure as corrected.

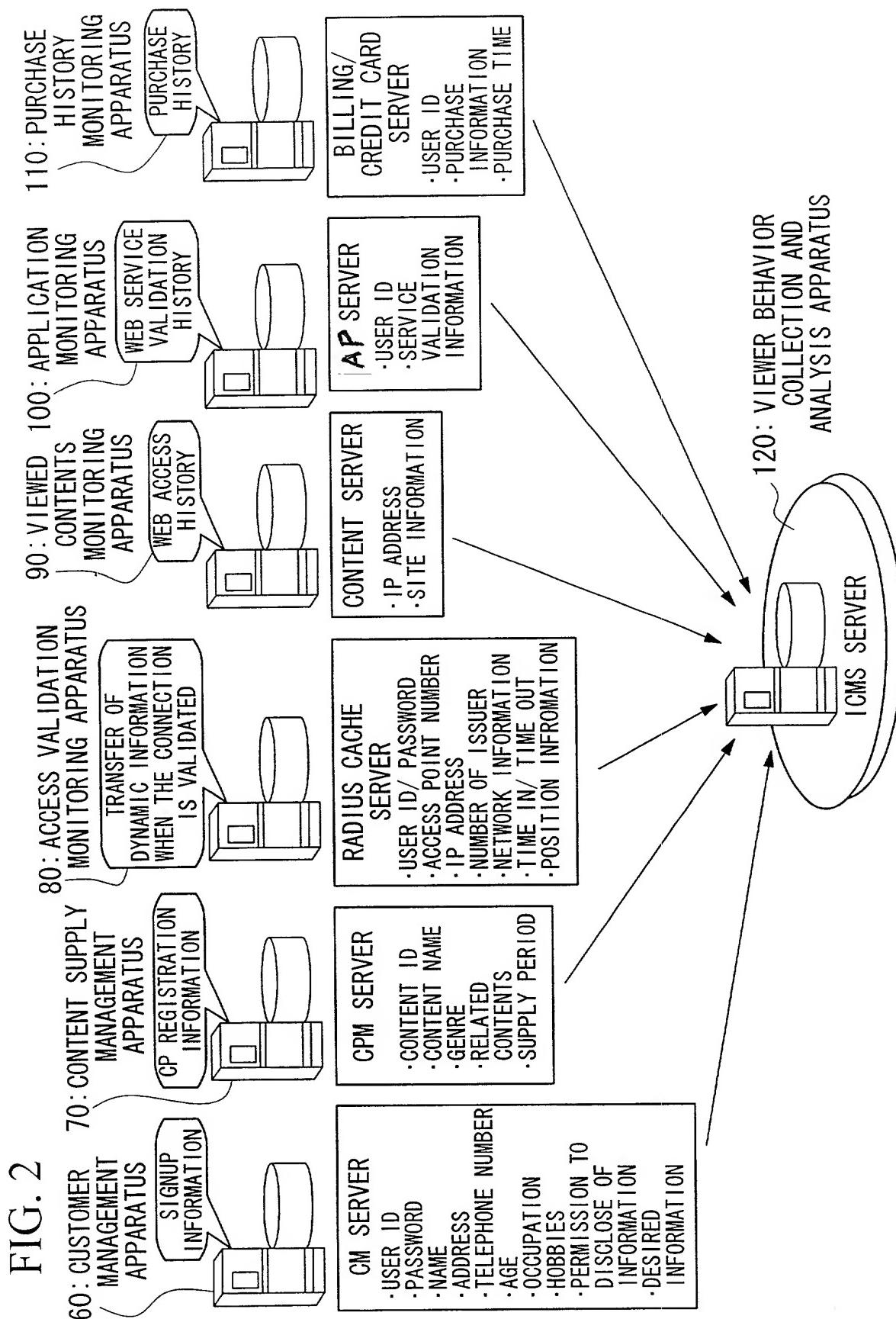


FIG. 2

